

2016 Marketing Action Plan

Administration \$27,800

Chamber/Marketing Assistance	Primarily response fulfillment to potential visitor inquiries		\$16,700	Sure, we can have a great magazine, but we still need someone to attend to emails, phone calls, mailing requests & chamber events!
Chamber Leads	Fulfill information requests		\$9,000	Estimated postage costs of Adventure Guide Distribution
Chamber Office Supplies			\$200	
Memberships	Maintain a relationship with affiliated state tourism organizations		\$400	UTIA for \$300
TRT Travel & Training	Tourism Related Travel & Staff Training		\$1,500	

Commission Marketing \$6,000

No defined projects at this time			\$6,000	
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Public Relations \$6,000

FAM Trip Funding	Funding for writers & imagery		\$6,000	
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Website Maintenance \$1,500

flaminggorgecountry.com	Annual hosting fee & improvements		\$1,500	continue enhancing site content
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Marketing Programs \$57,000

Flaming Gorge Adventure Guide - Magazine	Produce a high quality Flaming Gorge visitor's guide	Quantity? 45,000 copies distributed in 2015.	\$12,000	This is our main visitor response piece, with area business listings & articles on recreation opportunities.
Utah.com	Banner ads & content on a popular state tourism website	Global	\$4,450	Content selection oriented towards 'owning fishing' on the site
Go-Utah.com	Banner ads & content on another state tourism website	Global	\$1,795	Home page ad, travel planner requests, site-wide banners & extended coverage on Go-Wyoming.com
Email Newsletter Marketing	Create a series of tourism newsletters	targeted email database	\$3,000	12 custom communications to our growing database of potential & returning visitors
Social Media Campaign	Facebook, Twitter & Instagram	targeted to drive market outdoor enthusiasts	\$7,000	Contract with Social Media expert Florian Herrmann
National Park Trips	attract the National Park visitor	75000 - Global	\$3,000	Ad & Editorial in Yellowstone & Rocky Mountain Journals and content in MyPark Websites
Utah National Parks	Join Grand 6 Road Trip Contest	targeted towards potential Utah visitors	\$3,000	Mixed Media contest will generate 3,000 email leads
Outdoor Utah Adventure Guide	Promote Flaming Gorge against other state outdoor destinations	285,000	\$3,450	The main recreation response piece for vacation planners contacting the state of Utah.
Trip Tuner	UOT Co-op Program	Travel related internet planning tool	\$1,100	Trip Tuner Discovery Engine Pro w/ Expedia & Tripadvisor channels
TripAdvisor International	UOT Co-op Program	Tourism Sponsorship Module	\$5,500	500,000 dedicated impressions
Visit Salt Lake	Maintain SLC DMO program		\$450	Membership provides print & digital listing to SLC visitors
Logo Development	Develop trophy trout brand logo		\$500	Brand Action Plan Item

Marketing Programs (continued) \$57,000

Local Content Writing	brand related Angler's Guide, etc.		\$300	Brand Action Plan Item
Adventure Video	highlight lesser known adventures		\$2,500	Locally managed production with professional videographer
Photography Shoot	UOT co-op	state promoted results	\$1,526	Digital Tool Box
Video Shoot	UOT co-op	state promoted results	\$2,475	Digital Tool Box
Custom Content	UOT co-op	state promoted results	\$3,300	Digital Tool Box

\$55,346

Infrastructure \$1,500

Weather Camera	Annual Maintenance Costs		\$1,500	
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Event Funding \$17,500.00

Cow Country Rodeo	Event Support		\$2,000	
Single Fly Contest	Event Support		\$1,000	
Fireworks - Labor Day	Event Support		\$6,000	
Fireworks - Freedom Festival	Event Support		\$6,000	
Event Fund	Event Opportunity Fund		\$2,500	